



**CUSTOMERS` REACTION ON UNETHICAL COMPANIES`  
BEHAVIUOR – COMPARING WEST AND EAST EUROPE**

by

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## ABSTRACT

The research investigated people's reaction on unethical behaviour of companies. The study relied on the differences between East and West European customers.

Specifically, two main hypotheses were formulated: (1) The self-perception of customers about ethics (concerning ethical, ecological and social issues) is different in East and West Europe; (2) The mean of customers' reaction on unethical behaviour of the companies is different in East and West Europe.

A quantitative study was conducted through a factor analysis design and a hierarchical regression.

The empirical study involved a sample of two-hundred-and-two responses from customers from different countries from Europe and Post-Soviet countries as well.

The findings indicated the differences between East and West European customers and their reactions on unethical behaviour. Moreover, the results gave support to the main hypothesis of study that the mean of customer's reaction on unethical behaviour and their self-perception are different in East and West Europe. Customers from West Europe rate themselves better and are more prone to react against unethical companies' behaviour and divulge this situation (having a great effect on brand image).

Surprisingly there is no connection between reactions and self-rating.

## RESUMO

Este trabalho de pesquisa investigou a reação de pessoas em relação ao comportamento antiético das empresas. O estudo baseou-se nas diferenças entre Oriente e clientes da Europa Ocidental.

Mais especificamente, duas hipóteses principais foram formulados: (1) A auto-percepção sobre ética (relativo aos assuntos éticos, ecológicos e sociais ) é diferente na Europa de Leste e na Europa Ocidental (2) a reação dos cliente face ao comportamento antiético das empresas é diferente na Europa Oriental e Ocidental.

Foi realizado um estudo quantitativo, com base em análise fatorial e numa regressão hierárquica. O estudo empírico envolveu uma amostra de duzentos-e-duas respostas provenientes de diferentes países da Europa Ocidental e de países pós-soviéticos e mostrou a existência de diferenças entre as duas subamostras envolvidas. Os respondentes da Europa Ocidental têm uma auto-percepção de mais éticos e, simultaneamente, estão mais dispostos a participar em ações de protesto e de divulgação das situações (o que terá certamente efeito sobre a imagem da marca). Surpreendentemente não ficou provada uma relação entre a forma de reação e a auto-percepção.

## РЕФЕРАТ

Данная диссертация представляет собой исследование реакции потребителей на неэтичное поведение компаний. Работа основана на различиях между потребителями Восточной и Западной Европы.

Специально для этого были сформулированы две основные гипотезы: 1. Само-восприятие потребителей в отношении этики (а в частности этических, экологических и социальных вопросов) различается в Восточной и Западной Европе; 2. Значение реакции потребителей на неэтичное поведение компаний различается в Восточной и Западной Европе.

Разработка факторного анализа и метода иерархической регрессии представляет собой количественную часть исследования.

В эмпирической части исследования приведен пример из двухсот двух ответов от потребителей из разных стран Европы, а также стран бывшего Советского Союза.

Результаты доказывают, что существуют различия между данными группами потребителей, а также доказывают различия в их реакции на неэтичное поведение компаний. Более того, результаты поддерживают главную гипотезу исследования, которая заключается в том, что значение реакции потребителей Восточной и Западной Европы на неэтичное поведение компаний отличается между собой. А также подтверждена гипотеза о том, что само-восприятие потребителей Восточной и Западной Европы также различается между собой. Потребители из Западной Европы оценивают себя лучше, чем они есть на самом деле, а также они склонны реагировать на неэтичное поведение компаний, делиться этой информацией о таких ситуациях (это имеет очень большое влияние на имидж компании).

Оказалось неожиданным то, что между реакцией потребителей и их само-восприятием не существует связи.

## BIOGRAPHY

I am Valeryia Chouhun and I am pleased to introduce myself. I obtained my Bachelor's degree at Polessky State University in Pinsk (Belarus).

During my internship as a marketer in marketing department at a textile company, I understood how marketing and management mechanisms work in a real company.

After my graduation I worked in an advertising agency as advertising agent. At this work I was fully immersed in communication with customers, suppliers and partners. I worked there nine months and decided to continue my education.

I received Master's degree in Economics at my Alma-Mater Polessky State University. During my studying there I applied for Erasmus Mundus Programme and received a scholarship at the University of Porto in the amazing Portugal.

I am glad to study here and receive a huge experience in communication and management.

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## 1. Introduction

The research topic is **"Customers' Reaction to Unethical Companies' Behaviour - Comparing West to East Europe"** which is focused on the following aspects:

- Reputation of the companies;
- Ethical/Unethical behaviour of the companies;
- Understanding the differences between customers from East and West Europe.

Nowadays, it is very important for all the companies in the world to understand which actions of the companies are ethical or unethical for the customers; how customer's attitude changes depending on the brand image of the company; and what is important for customers in their decision making regarding the purchase.

The problem is that there is a lot of information concerning ethical/unethical behaviour, brand image and company's reputation, but there is not so much about differences in customer's attitude to the unethical behaviour depending on nationality.

With this research we should understand how unethical behaviour impacts on company's reputation; understanding how people reacts on unethical behaviour depending on nationality. The customers differ depending on the country, religion and culture. Customer's attitude to the companies are also different regarding ethical/unethical behaviour.

In some European countries customers are very active concerning unethical behaviour of companies (for example: boycotts against petrol retailers in the United Kingdom), while customers from other countries not (Carrigan & Attalla, 2001).

Understanding customer's behaviour will help companies to avoid mistakes in their decisions and marketing activities.

This work studies the customers' attitude to unethical behaviour of companies as it effects on the brand. Also it will show the differences between consumers from different parts of Europe.

The main questions of this research are:

1. How people reacts on unethical behaviour of the companies?
2. Is there difference between customer's reaction depending on East or West Europe?
3. Does self-perception in ethics is connected with customers' reactions?

Methodological part based on quantitative methods, that contain survey data collection, Kaiser-Meyer-Olkin (KMO) coefficient, factor reduction, Cronbach`s alpha, T-test and regression analysis.

First chapter is Introduction. The second chapter presents Literature review, theoretical aspects and patterns of ethical branding and reputation. The third part presents methodology, data collection and quantitative methods. The fourth part is about quantitative analysis and findings from factor reduction and regression. The fifth part is conclusion to the findings and limitations for further research.

## 2. Literature Review

### 2.1. Introduction

Models of business ethics progressively identify that ethical behaviour differs cross-culturally and how culture impacts on the ethical reasoning process that claims individuals' ethical activities (Thorne & Saunders, 2002).

Media intelligences of unethical behaviour of the brands are widespread in the market. They can range from fast moving products and food to automobiles and air crafts. In the short term, these episodes of harmful publicity can be busting and consequence in direct losses of profit and revenue. In the long term, these episodes can damage brands, leading to decline in the market and brand equity (Steinman & Wolfrom, 2012).

### 2.2. Ethics

Before the analysis of origin of marketing ethics, it is important to understand the definition of marketing ethics.<sup>1</sup>

Marketing ethics is a combination of values and views (outlooks) of the society, influencing on changing of marketing object's attitude on marketing subject.

Business Dictionary<sup>1</sup> defines marketing ethics as "Basic principles and values that govern the business practices of those engaged in promoting products or services to consumers. Sound marketing ethics are typically those that result in or at least do not negatively impact consumer satisfaction with the goods and services being promoted or with the company producing them"

According to Sherwin (1983, p.183) "ethics is generally referred to as the set of moral principles or values that guide behaviour". However, what founds ethical and unethical behaviour can vary depending on the framework of moral principles used as the basics for conclusion. Cavanaugh et al (1981) proposed three approaches that define the ethicality of behaviour: utilitarian-based approaches, rights-based approaches, justice-based approaches. According to utilitarian-based approaches, behaviour is refereed by its impacts on the overall well-being of everyone involved. Rights-based approaches assume that behaviour is refereed with respect to how it impacts the rights of individuals. Justice-based approaches assume that behaviour is refereed in terms of whether it inflicts a fair distribution of profits

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<sup>1</sup> <http://www.businessdictionary.com/definition/marketing-ethics.html#ixzz3bMBJ5LDk>

and weights. It is important to note that there is significant partiality that related with the usage of these approaches. The action that refereed ethical by an individual using one approach can be measured unethical by the same individual using another approach or by other individual that used the same approach (Creyer & Ross, 1996). This is very important as ethics is not an absolute value.

Ethics is the common moral values and orders that was accepted in concrete group or society. So different countries, with different cultural must have different notions of ethics. Thus, ethics has a direct impact on company`s image and goodwill. In company`s practice ethical questions (scandals, charges and failures) most often connected with marketing (Roering & Enis, 1981) These problems and ambiguous activities impact on company`s image and reputation and therefore on company`s performance.

Regarding Shatilo (2010) we can divide 4 stages in marketing ethics research:

*1st Stage (1900-1945) Allocation of ethics in separate scientific discipline. Appearance of meta-ethics concepts.*

In 20<sup>th</sup> century there have been more articles and books written on ethics than in the entire history of the subject before 1900 (Hospers, 1980). At this period, the existing views were described, as well as, definitions of “ethically correct” and “ethically wrong” were systematized. One of the most famous books of this period was “Principia ethica” (1903) of George Edward Moore. The existence of this book was connected with meta-ethics formation (Hospers,1980). Maksimov (1998) in his article “Modern meta-ethics study” defines that meta-ethics is the direction (stream) of ethical research, kind of analytical activity, that dedicated with logical-linguistic analysis of definitions and arguments of ethical concepts. Also it dedicated with understanding the subject of ethics, its structure, functions and moral conscience.

The existence of meta-ethics was the base for appearance of applied ethics and the future research in marketing ethics.

*2nd Stage (1940-1970) Genesis of applied ethics concept and business ethics concept.*

The Second World War was the reason of the revolution in social consciousness. Peaceful future and social well-being became the priority interests. Ethical questions and social responsibility questions became the primary meaning for researchers. Codes of ethics, rules and norms were created. Their aim was social well-being. Regarding Shatilo (2010) the most

famous examples of these codes and law books are: “WMA Declaration of Helsinki” (1964) and “Nuremberg Code” (1947).

The idea about applied ethics was formulated in the scientific community. At this period the researches became more practical. The example of the research at this period can be “Human use of human subjects: the problem of deception in social psychological experiments” (Kelman, 1967). Ethical dilemmas at experiments and their potential results was considered. Since the early 1980s, businesses and researchers have devoted much attention to the ethical implications of business practices (Cui & Choudhury, 2003). At this period USA was faced with growing quantity of unethical activities of companies. In the result companies created ethical codes. According to Shatilo (2010), the most important code is “AMA Code of ethics” (1962). In this Code written what marketer should adhere to at his activities. Also there written the values and principles of ethical marketing. The last edition of this code is the basic of most of ethical codes in marketing field. At the same time, ethics became study as special discipline in universities and business-schools. In 1967 the first edition of “Marketing management” of Phillip Kotler was released. At this book attention was paid to the social responsibility. This period was characterized by research at basics and principles of marketing. (for example R. Buskirk, “Principles of marketing: the management view”, 1970).

### 3rd Stage (1970-1990) Allocation of marketing ethics in separate study. Changing research characteristics from normative to positive in marketing ethics.

In this stage, one of the first research in marketing ethics was “General theory of marketing ethics” by Hunt and Vitell (1986). The main feature of this work is that it has descriptive character and answers the question “why”, instead of “how”. This work defines the process of marketing decision-making process from ethical point of view.

The important stage in marketing ethics development was the definition of “macromarketing” as the science that study marketing systems, ethics, social policy and social responsibility (Hunt & Vitell, 1986). After Hunt and Vitell study there was majority of research existed, but it was dispute or precise this theory.

### 4th Stage (1990-....) Diversification, segmentation and practical orientation of research.

At the end of 20<sup>th</sup> century-beginning of 21<sup>st</sup> century the majority of scientific research about ethics and marketing was appear. The feature of modern research is the directivity on

specific groups: for example, diversification by geographical attribute (Williams et al. 2010) and cross-cultural ethical aspects research (Thorne & Saunders, 2002).

At this period was released a lot of books about marketing ethics. One of them is “Corporate social responsibility” by Kotler and Lee (2005). At this book presented a lot of information about marketing ethics. It is like a guide in decision-making process for marketers. There are also presented a lot of company`s cases that can help to understand and solve the problem on practice.

Practical potential in the ethical marketing management at the company is one of the most important feature that can increase and strengthen customer`s loyalty and create well-being attitude of the society. Ultimately, it can lead to long-term success and prosperity of the company.

### 2.3. Ethical Branding

Ethical branding is a new part in marketing with a lot of difficult issues. These issues can be divided in two closed categories. According to Ambler, first category is “ethical issues in the branding decisions: naming, renaming, positioning and targeting. Second, at a philosophical level: the relationship between brand/branding and society needs to be examined” (1997, p.175)

According to Fan (2005), brand is an ordinary but very muddled conception with a big quantity of meanings. The American Marketing Association define brand as: a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and differentiate them from those of competitors”. A brand may have a lot of other characteristics according to the role it plays, the value it has and more importantly, to whom it is related. Regarding Kapferer (1997), a brand is a diversity device for the brand holders and for brand users - brand can be something very intimate and emotional, it can become an idol or icon. According to McDonald and De Chernatony (2003) brand it is not only product or service, brand it is a face of the company and its policy.

Concerning Fan (2005) the effect of brands and branding covers not only marketing and advertising area. Branding is a social concept as well as an economic concept. From economic concept, brands were explored from financial and marketing sides. Social concept of this issue is that brands are not well explored because there is not a lot of research studies in this field. Also Fan (2005, p.342) explains that “advertising is the most visible element of marketing but branding is at the centre of any marketing communications” and he also give

an example of Benetton's shocking tactic in the 1990s. There is a lot of problems with advertising concerning brand strategy, and branding has the main characteristic in marketing because it is not only about giving the name to the product. "Branding at corporate level is essentially about developing and managing the relationship between the organisation and its various stakeholders as well as the general public".

The brand image is affected by different kinds of non-branding decisions, for example, labour disputes, sweatshop accusations, animal testing, etc. Managers and people that work in the companies make their business decisions recalling to ethical questions that impact at the company's brand image. If something goes wrong company's reputation and brand image always suffered. For example, Enron Company has downfall, but it was happened because of the corrupted top management, instead of branding. The brand image is very delicate issue, because it impacted by company misbehaviour. But brand is the most costly and weak asset that company has. According to Fan (2005), brand reputation created a lot of years by millions pounds of investment but can be ruined in one moment.

It is impossible to separate the brand from the corporate context in which it was made or developed (Feldwick, 1996). The owners of the brand in each company want that this brand be confident and unfailing. But at the same time brand must be ethical as well as legal. Fan (2005) presents in his research the classification of brand images that contemporaneously may have multiple images – external versus internal, intended versus perceived and positive to neutral to negative, depending on that who interprets these images (Fan, 2005). Because of that brand must be valued from ethical and financial side as well. Brand has a huge effect on customer, but it also impacts on the society in common.

Different cultural contexts fetch to different ways of identifying the world and cultural differences impact on individuals' ethical reasoning (MacDonald, 2000). Customers from various cultures differ in their sensibility to ethical situations (Cohen et al. 1992), awareness, ethical principles, and ethical behaviours (Izraeli, 1998).

Individuals' ethical reasoning can differ depending on the cultural context. The comprehension of how individuals' ethical reasoning can differ according to cultural context is important if international companies wish to embed ethical values through the company (Desai & Rittenburg, 1997). Ethical behaviour has a big influence on the improvement and maintenance of the producer-customer relationship (Roman, 2003).

Brand image is influenced by three factors – environmental, ethical and social. Social issues are a big problem in international trade. Regarding Erickson and Kuruvilla (1994), social dumping is the choice of a national company to help the internal market through a factory

situated in a foreign country, where employees' protection has other working standards and labour costs are much more lower than in homeland. The unemployment problem become more significant in Europe last years. The growing profits inequality in the US, composed with the media reporting of the labour conditions in the sweatshops situated in developing countries, made public opinion, market unions and officials sensitive to this side of 'social dumping'.

According to Mosley (1990), social dumping can appear in at least three different ways: 1) dislocation of high-cost manufacturers by low-cost manufacturers, from states in which salaries, social benefits, and direct and indirect costs involved by protective legislation are lower.

2) companies, that situated in countries with high labour costs would be ever more free to relocate factories and strengthening their market power on their work force to strain the pressure on salaries and working conditions.

3) individual states that want to increase their economical position can conduct the policy that reduce the labour costs and change their standards (Mosley, 1990).

The first two types of these ways are the most likely means by which social dumping will happen in the European Union (Erickson & Kuruvilla, 1994). Public opinion in Europe worried regarding the replacement of manufacturing factories to low wage countries often suspect of practicing 'social dumping' (Cordella & Grillo, 2001).

According to environmental dumping Cordella and Grillo (2001) explained that manufacturers get hidden factories in terms of low - pollution reduction and they can issue their products in international markets with prices that did not show the real cost of production. This phenomenon name is unfair trade. Environmental dumping describes a situation in which a government practises weak environmental standards to funding local companies in international markets. Low taxes and pollution-reduction requirements allow these corporations to release their goods into foreign markets with low prices. Regarding Cordella and Grillo (2001), ecological dumping means the situation in which one country has significantly lower environmental standards than in other countries. By weakening the environmental standards in another countries, a government decreases the production costs of local companies. They can manufacture at lower costs than external competitors and always it will be unfair. International differences in the donations with environmental resources exist, because of the differences country's characteristics, and because of the



differences in people's tastes. Cordella and Grillo (2001) also describe ecological dumping as a policy which values environmentally dangerous actions less than marginal rate of environmental retrogression. Therefore, companies can release their products to international markets with prices that do not meet the marginal social rate of manufacture.

Ethical consumer behaviour divided into two groups in scientific literature: "consumer ethics" and "ethical consumerism" (Chatzidakis et al. 2004). Consumer ethics is "the moral principles and standards that guide behaviour of individuals or groups as they obtain, use and dispose of goods and services" (Muncy & Vitell 1992, p. 298).

Ethical consumerism includes interest for the business practices, environment, and social honesty and repels the customer social conscience (Chatzidakis et al. 2004). Ethical consumerism is determined as progression of "green" or environmental consumerism. It also contains social and ethical sides of consuming like human rights and fair trade. It based on the performance of the "socially conscious" or "ecologically conscious" customer (Webster, 1975; Robertson & Ross, 1995). It clear the connection between definitions "ethical" and "social responsible" according to consumer behaviour.

To understand more deeply the ethical consumerism Farhangmehr et al. (2011) divided its issues on 3 categories according its nature: environmental, ethical and social issues (see Table 1). Authors investigated that nature of the behaviours that reviewed critical by customers, in what observes ethical consumption concerns. Also authors found that critical incidents may have positive and negative impact on consumer ethical behaviour. Table 1 was finalized by adding examples of ethical and unethical behaviour that represent each group of ethical consumerism. Also this table presents real customer's reaction on unethical behaviour. (Information regarding successful boycotts was taken from the website <sup>2</sup>).

Customer outrage has relation with customer dissatisfaction (Lindenmeier et al. 2012). Customer dissatisfaction is a post-purchase phenomenon that communicates within take experiences while customer outrage does not require intake (Oliver & DeSarbo, 1988).

Lindenmeier et al. (2012) believe that unethical corporate behaviour can provoke negative customer emotions. Customer outrage is a special category of moral outrage related to detrimental consumer behaviour and especially boycotting behaviour. Customer outrage can be a major reason of boycotting behaviour (Lindenmeier et al. 2012). The impacts of customer boycotts may be harmful if they influence on company via boycotts against Nestle (Post, 1985) and Shell (Jordan, 1998) for instance.

Haidt (2003, p. 853) believed that moral emotions are "linked to the interests or welfare either of society as a whole or at least of persons other than the judge or agent".

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<sup>2</sup> <http://www.ethicalconsumer.org/boycotts/boycottlist.aspx>

Table 1 Ethical consumerism and customer's reaction

<b>Environmental</b>	<b>Ethical</b>	<b>Social</b>
Recycling, buying biological products, buying biodegradable packages, buying reusable packages, reducing consumption, reducing energy and water usage, not buying animal tested products, not buying fur.	Human rights, labour practices, buying national products, buying in traditional retail stores.	Support cause-related marketing campaigns, volunteering, support social institutions.
<b>Ethical behaviour</b>	<b>Ethical behaviour</b>	<b>Ethical behaviour</b>
1. Not animal testing 2. Eco production 3. Self-water-cleaning manufacturing 4. Package production from reusable materials	1. Buying national products 2. Medical insurance supported by companies 3. Reimbursement of expenses (in case of accident)	1. Volunteering 2. Supporting funds
<b>Unethical behaviour</b>	<b>Unethical behaviour</b>	<b>Unethical behaviour</b>
1. Air pollution 2. Water pollution 3. Oil spill 4. animal testing 5. package production from wood	1. Delaying salaries 2. Different salary amount from nationality 3. Expanding transnational companies to national market (decreasing national production)	1. Companies that make their profits on sick people 2. Racial discrimination 3. Sex discrimination 4. Using harmful ingredients in food industry
<b>Customers reaction on unethical behaviour</b>		
<b>Animal rights</b> - Adidas was boycotted against using kangaroo skin for producing football boots - Burberry, Inditex, Escada was boycotted against using fur <b>Environment</b> - BP was boycotted against the worst environmental disaster -Deepwater Horizon oil spill in the Gulf of Mexico	<b>Human rights</b> - Intercontinental Hotels boycotts over its plan to open a hotel in Lhasa, the capital of occupied Tibet <b>Labour Practices</b> - Hyatt hotels boycotts over the treatment of workers - Starbucks boycotts over its treatment of Ethiopian coffee farmers	<b>Harmful productions</b> -Nestle boycotts for its irresponsible marketing of baby milk formula which infringes the International Code of Marketing of Breast milk Substitutes. Criticised for use of Palm Oil and not labelling GMI Coca-Cola was boycotted against using corn sweeteners

Adapted from Farhangmehr et al. 2011

Customer outrage can be a major reason of boycotting behaviour (Lindenmeier et al. 2012). The impacts of customer boycotts may be harmful if they influence on company via boycotts against Nestle (Post, 1985) and Shell (Jordan, 1998) for instance.

Haidt (2003, p. 853) believed that moral emotions are “linked to the interests or welfare either of society as a whole or at least of persons other than the judge or agent”. Batson et al. (2009) defined moral outrage as a typical moral emotion.

According to Lindenmeier et al. (2012) unethical corporate behaviour can be a result in consumer outrage and that consumer outrage presents a complex of emotions from a process understanding perspective. Unethical corporate behaviour impacts on customer outrage via special mechanism, that has emotional basis that presented by effective-response construction and cognitive foundation that means dis-verification of moral norms. Consumer outrage presents a key activator of customer boycotting behaviour from a prognostic understanding perspective. This result may be because consumers regard boycotting as an opportunity to release their anger and to restore fairness and justice (Lindenmeier et al. 2012).

There is also the difference between woman and man customer reaction. In contrast to woman man regards the moral-equity norm as a rules for their behaviour (Lindenmeier et al. 2012). This difference can happen because men are more receptive to normative influences possibly because ethical norms impact men more than women due to men's more “need to identify with or enhance one's image in the opinion of significant others” (Bearden et al. 1989, p. 473). So in that case, Lindenmeier et al. (2012) defined that women are more inspired to join customer boycotts and protests and this is the supposition that boycotting is a pro-social behaviour.

Also, Lindenmeier et al. (2012) found that the most significant factor in reaching ethical behaviour in the company is top management commitment to that goal (Lindenmeier et al. 2012). Different types of behaviour may appear that unethical to definite individuals but not to others.

Particularly, corporate behaviour that provokes customer outrage connected with the moral sphere and has significant social consequences. The liberality of human rights abuses, environmental pollution, activities that break with cultural and religious norms, the labour usage are important kinds of business practices that instigate outrage. Customer outrage connects with individual customer behaviour that includes repurchasing behaviour (Oliver & De Sarbo, 1988). Customer outrage can provoke pro-social activity tendencies as a boycotting (Haidt, 2003; Klein et al. 2004). Customer outrage also may exclude free-riding stimulus for boycotting behaviour in this context (Lindenmeier et al. 2012).

We can divide negative consumer reactions in two groups (Grappi et al.2013):

- *Negative word-of-mouth* (that include three forms of negative word of mouth: saying negative things, recommending against purchasing, and discrediting the company).

Negative word of mouth is the spread of dislike, disfavour, or disregard regarding wrong actions by corporations. The aim of negative word of mouth is to express abuse out of anger and punish the guilty corporation.

- *Protest*

Protest behaviours are activities taken against corporate unethical behaviour with the aim of getting companies to stop committing harmful acts (Grappi et al. 2013).

Negative word of mouth and protest behaviours are absolutely differ from positive behaviours, but they also differ in their social consequences (Grappi et al. 2013).

It is very individual activity of each customer to decide to buy company`s product or not and negative word of mouth can be shown as involve a kind of emotional sharing with others (Rime, 2009; Wetzler et al., 2007), and also involves communication and public influence as well. Protest behaviours present social activities as a buyers-to-company impact and can be a sign of wrath, vengeance, or other negative kinds of behaviour (Kozinets & Handelman, 2004; Ward & Ostrom, 2006). Also people can organize groups and attract third-party intermediaries that they can support (for example - Greenpeace) (Grappi et al. 2013).

Companies must monitor customer assessments of the firm's behaviour (Huber et al. 2010). Companies determining that customers adjudicate one or more of their actions as contentious or negative can forecast effective communication strategies to offer persuasive explanations; try to miss negative moral emotions in customers and negative responses, and as a result save the firm image and reputation (Grappi et al. 2013).

To avoid negative impacts on company image, reputation, and sales, firms must quickly identify and restore damages caused by its behaviours. Company must show their compassion and attention to the problem. Also they must to make some social events for their customers to understand that company regrets about their activities.

Additionally, customer reaction can appear in a virtual manifestation. Nowadays, all of the people have social networks, where they can show their reaction on ethical or unethical actions of the companies. Because of that scandals or any unethical actions of companies can be shared via users network very quickly.

According to Mason (2000) there is 44 per cent of the British public that boycotted a commodity for ethical reasons in the last 12 months.

Ethical expectations are customer's forecasts concerning the level to which a company plays morally. Ethical expectations are centred on the customer's direct experience with the company, information collected from secondary sources and word-of-mouth communications (Ingram et al. 2005). Customers are different, and their reaction on unethical activities of the companies is different too. For example, one part of customers think that social dumping (sweatshops) is bad and harmful for national economy, but other part of customers think that it is not so bad, and even good from one side because it gives new working places and struggle with unemployment.

#### 2.4. Ethical branding and Reputation

There are two main concepts in branding reputation: corporate social responsibility and business ethics. They are very closed to each other and substitute but different.

Brands regularly use corporate social responsibility to create goodwill among their customers as well as to respond harmful publicity. For example, British Petroleum has been able to effectively calm its brand image by stressing social, environmental and community problems. It was important for the British Petroleum brand, because it faced customer scandal after the harmful oil spill in 2010 (Steinman & Wolfrom, 2012).

For better understanding the brand image and corporate reputation, we need to know what factors impact on brand image and what differences they have.

Table 2 introduces the factors, which influence brand image (decrease and increase) from viewpoints of both customers and partners (own construction based on the work of Vasilenko, 2008). Regarding Vasilenko (2008), we can divide differences between brand image and corporate reputation.

1. Brand image can be created very fast, instead of corporate reputation. It can forms for a couple of years.
2. It is easy to correct brand image. Corporate reputation is very difficult to correct (in some cases it is impossible).
3. Brand image is created by mass media and PR tools. Corporate reputation formed by any contact with the company.
4. Brand image formed by the advertising department or PR department of the company. Corporate brand created by company's life cycle.

Table 2 Factors that influence brand image from viewpoints of customers and partners

	From viewpoint of customers	From viewpoint of partners
<b>Increase brand image</b>	<ul style="list-style-type: none"> <li>-High quality of product/service</li> <li>-Price/Quality ratio is on acceptable level</li> <li>-Environmental friendly product/service</li> <li>-Ethical and social actions</li> </ul>	<ul style="list-style-type: none"> <li>-Integrity of corporate brand, absence of failures in business relations with partners</li> <li>-High profitability, positive dynamics of income</li> <li>-Partner`s network (sponsors, investors, dealers)</li> <li>-Company`s competence</li> </ul>
<b>Decrease brand image</b>	<ul style="list-style-type: none"> <li>-Low quality of product/service</li> <li>-High level of price/quality ratio</li> <li>-Non eco-friendly products and production</li> <li>-Unethical actions</li> </ul>	<ul style="list-style-type: none"> <li>-Poor partner`s network</li> <li>-Low profitability</li> <li>-Existence of failures, changes and scandals</li> </ul>

Adapted from (Vasilenko, 2008)

Regarding Reidenbach (1987), corporate social responsibility is associated with the social agreement between business and society where it functions, while business ethics demand companies to perform in line with moral philosophy. Many companies used corporate social responsibility like a kind of corporate public relations instead of something that can modify the interaction with society (WARC, 2003). Corporate social responsibility is trying to never say to the public what really happened inside the firm.

Levitt (1965) define corporate reputation as a number of characteristics that create a customer`s attitude to the company. It can be like well known, good or bad, reliable, trustworthy, reputable and believable (Levitt, 1965). Corporate reputation is connected with people feeling according to the company in common, company doings, office, past experience and future forecasts (Fombrun, 2000). A corporate brand is the main element of corporate reputation. Corporate brand is more oriented on customers and buyers instead of investors or suppliers. There is connection between ethical branding and corporate reputation. Its should include: honesty, reliability, diversity, respect, quality, responsibility and accountability (cocacola.com), and define what an ethical brand stands for. Ethical branding can be studied at corporate and product level as well. Corporate level mean that

corporate brand is a dynamic part of the corporate reputation management. Any manifestation of unethical behaviour can harm or abolish the company's image. Product level includes labelling, packaging and communicating, it does not have direct influence on the corporate brand, but can impact the company's reputation. Some companies that have ethical failures tried to pay off the employers or customers. These activities can be considered from the bad side. It should not look like the company tries to cover unethical behaviour. The organisation should make regular steps to create and preserve an ethical brand image. Ethical brand image impacts on corporate brand and not only increases the positive corporate reputation but also provides competitive advantages (Fan, 2005).

A brand that meaningfully breaks environmental principles in the manufacturing or removal of their goods can be determined as a transgressor. Customers might boycott the brand because of the realized damaging intents. A brand that meaningfully disrupts environmental standards can be observed as unethical, but the significance of the effect can vary (Steinman & Wolfrum, 2012).

Steinman (2012a) described that brand transgressions have a fast negative impact on customer reception of the brand. When customers were unprotected to brand transgressions they stated weaker brand-specific relations, customer-brand relations, receptions of the brand, and brand purchase meanings. According to Steinman (2012b) brand personality effected how consumers refer to the brand after a transgression, brand nature and brand transgression related to a different way to vary customer awareness of the brands.

## 2.5. Conclusion

The chapter introduces the literature review that provides the theoretical foundations for the research related to the field of unethical behaviour and how it influences the brand image. Chapter is separated into three parts:

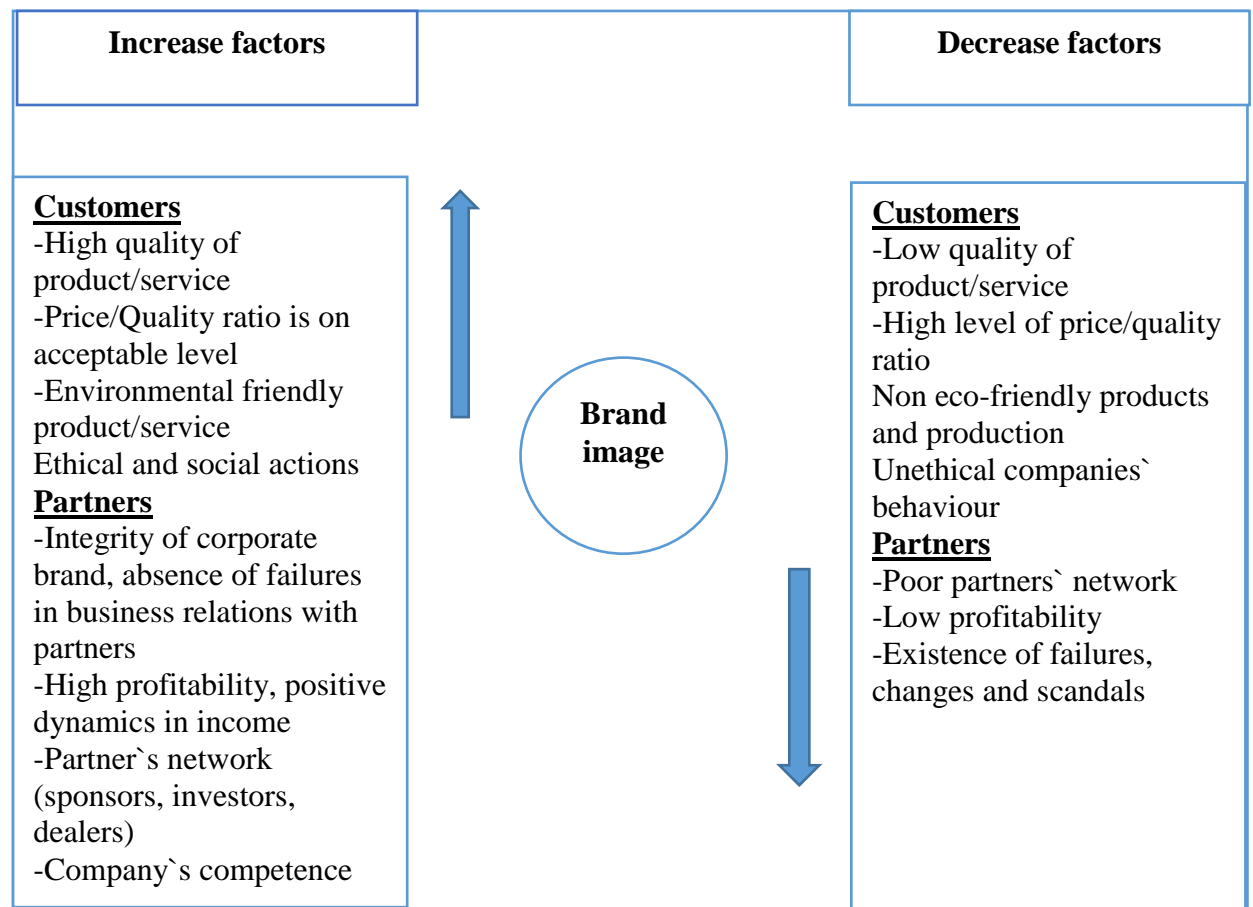
- Ethics,
- Ethical branding,
- Branding and reputation.

The aim of the chapter is to understand main concepts of ethical and unethical behaviour of companies, and how customers' attitudes change depending on the brand image of the company.

The foundation for developing the research questions was adapted by classification of factors (Vasilenko, 2008) that influence on brand image. It is important to note that non eco-friendly products and production and unethical companies' behaviour as well have negative

impact on brand image. Figure 1 presents the factors that increase and decrease brand image from customer`s and partner`s point of view.

Figure 1 Factors that influence on brand image (from viewpoints customer`s and partner`s)



Adapted from (Vasilenko, 2008)

Also one of the foundations for further research is the classification of ethical consumerism (Farhangmehr et al.2011). It will help to understand the difference of ethical, ecological and social issues and to design the survey.

Moreover, the chapter is a basis for further research and creation of hypotheses, which will be tested and discussed during the research and results` analysis process.



### 3. Methodology

#### 3.1. Introduction

The following sections of methodology part present research design quantitative research. The aim of the study is the understanding the differences between customers from West and East Europe depending on their reaction to unethical behaviour of the companies.

The main research questions of this dissertation are 1. How people react on unethical behaviour of the companies?; 2. Is there difference between customer`s reaction depending on East and West Europe?; 3. Does self-perception in ethics is connected with customers` reactions?

In order to explore this question we decide to use quantitative research that allows us to collect the primary data from survey and factor analysis to analyse and summarise this data. The uniqueness of this research is that survey was presented in different languages (English, Portuguese and Russian).

#### 3.2. Data collection

To reach the aim of the research was used primary data collected via survey. The survey is very appropriate for this research, because we can receive the data very fast, easy and truthfully. In this research Internet survey was used. Malhotra and Birks (2007) wrote that Internet Surveys have many advantages, like “speed of administering the survey, collecting and analysing the data, linked with very low costs” (p. 273).

Constructing survey we classify the questions in three groups:

- demographic questions
- self-rating questions
- questions with simulating of unethical situations.

This survey was started from demographic questions, like *gender, age, education and nationality*. Having these data is very important and give us the opportunity to understand the differences between customer`s reaction on company`s unethical conduct.

##### *Demographic questions*

There are a lot of studies regarding *gender* differences. For example, Brunel and Nelson (2000) confirmed that men and women differ in their moral orientations. Haidt (2003) wrote that women`s outrage more connected with welfare of other people. Lindenmeier et al. (2012) found that women have stronger feelings of outrage than men. Researchers thought

that it happened because women care about people harmed by company's unethical behaviour more than men. Also they found that women more inclined to join consumer boycotts (Lindenmeier et al. 2012). Erffmeyer et al. (1999) found significant differences between Japanese customers.

Regarding *age* and *formal education* points there are a lot of studies that confirm that young people have other reactions on different situations than older people. Ruegger and King (1992) indicated that old people (more than 40 years old) are more ethical than young people. Previous studies (Burnett & Karson, 1987; Posner & Schmidt, 1984) found that older people are more conservative in their ethical point of view. The study of Serwinek (1992) shows that people with high-school education and college education has small difference, but the difference between basic school and high-school education in ethical attitudes has significant level.

Another point is *nationality*. In our case, nationality is the most important factor that can affects on the research results. There is a huge quantity of studies that show that people from different parts of the world are differing from each other. According to Babakus et al. (2004) customer ethics vary from country to country due to historical patterns of conduct and socialization to current norms of conduct. Another study by Polonsky et al., (2001) shows the difference between students from Northern and Southern Europe.

Regarding Grazuleviciute-Vileniske and Urbonas (2014) countries that experiencing the post-Soviet transformation have specific factors that can affect the process of urban regeneration in different ways.

Also according to Berend (2007) and Vaitkuvienė (2010) the main characteristic of the post-Soviet countries' transformation is "the sharp collision" of traditional values and Soviet Union values with social behaviour requirements such as entrepreneurship, risk taking, efficiency and pluralism.

As Kersztely and Scott (2012) note "The social dimension has been slow to arrive in the social dimension Post-Socialistic countries (p.1127).

In our case, we take into account that some countries of the former USSR were a part of geographical Europe (like Russia, Ukraine, Belarus, and Moldova) and other countries were a part of Asia (Armenia, Georgia, Kazakhstan, Tajikistan). According to Smolentseva (2012) "After the fall of USSR the countries of the region have to face a number of challenges: economic collapse, political reforms, economic transformations as well as globalization challenges" (p.8).

Next two groups of questions are based on ethical consumerism classification. Constructing the case the classification of ethical consumerism by Farhangmehr et al. (2011) was used.

Authors presented three kinds of ethical consumerism according to its nature: ecological, ethical and social. This classification was adapted to research by simulation of unethical situations in survey questions. Regarding this classification Table 1 – Ethical consumerism and customer's reaction (see p.15) was designed. It presents examples with each kind of ethical consumerism.

#### *Self-rating questions*

We ask our respondents to characterize themselves from ethical, ecological and social point of view with 7-point Likert scale (where 1 = absolutely agree, 4 = undecided and 7 = absolutely disagree):

- Characterize yourself. I am ethical person
- Characterize yourself. I am eco-friendly person
- Characterize yourself. I am concerned about human rights violation

It will help us to understand how people think about themselves and compare with their answers for situational questions.

#### *Questions with simulating of unethical situations*

The most important and often happened situations was formed to five main groups that present each kind of ethical consumerism. These groups are:

1. Animal rights (environmental)
2. Environment (environmental)
3. Human rights (ethical)
4. Labour practices (ethical)
5. Harmful productions (social)

Afterwards, the questionnaire was formed regarding to these groups. The questions were adapted to the real situations in the market world. It will help to understand what customer thought regarding different unethical situations and how they rate their reaction on this situation.

We ask our respondents how they react in different unethical situations and respondent have the possibility to answer very easily because we construct the matrix that connect possible reactions with Likert scale (see the Figures 2,3,4,5,6,7,8). Possible reactions are:

- I am not interesting in that
- I don't react
- stop to buy
- decision depends from the price
- tell to your friends stopped to buy

-share in social networks

-boycott

Figure 2 Environmental sample regarding oil pollution.

One well-known oil company leaked oil into the Mexican Gulf. How will you react on it?\*

	strongly agree	agree	agree somewhat	undecided	disagree somewhat	disagree	strongly disagree
I am not interested in that	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
don't react	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
stop to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
decision depends from the price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
tell to your friends stopped to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
share in social networks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
boycott	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next two samples present problems with animal rights.

Figure 3 Sample about using fur of rare animals in textile company.

Imagine that one of well-known textile company uses in their production the fur of rare animals. How will you react on it?\*

	strongly agree	agree	agree somewhat	undecided	disagree somewhat	disagree	strongly disagree
I am not interested in that	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
don't react	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
stop to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
decision depends from the price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
tell to your friends stopped to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
share in social networks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
boycott	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 4 Sample about animal testing in cosmetic company.

One cosmetic company produced new shampoo. But mass-media inform that they still continue testing on animals. How will you react on it?\*

	strongly agree	agree	agree somewhat	undecided	disagree somewhat	disagree	strongly disagree
I am not interested in that	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
don't react	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
stop to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
decision depends from the price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
tell to your friends stopped to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
share in social networks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
boycott	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 5 Example of using GMI components in food production.

One well-known food company uses GMI components in food production. How will you react on it?\*

	strongly agree	agree	agree somewhat	undecided	disagree somewhat	disagree	strongly disagree
I am not interested in that	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
don't react	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
stop to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
decision depends from the price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
tell to your friends stopped to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
share in social networks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
boycott	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 6 Situation with female rights in Arabian countries.

Furniture and home accessories company made a special catalogue for Arabian countries without women pictures. How will you react on it?\*

	strongly agree	agree	agree somewhat	undecided	disagree somewhat	disagree	strongly disagree
I am not interested in that	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
don't react	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
stop to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
decision depends from the price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
tell to your friends stopped to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
share in social networks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
boycott	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The last two questions simulate situations regarding labour rights.

Figure 7 Situation at the shoe factory in Bangladesh and bad working conditions.

Shoe company moved their factories to Bangladesh, where employees work in the sweatshops with bad working conditions and they also receive very small salary. How will you react on it?\*

	strongly agree	agree	agree somewhat	undecided	disagree somewhat	disagree	strongly disagree
I am not interested in that	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
don't react	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
stop to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
decision depends from the price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
tell to your friends stopped to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
share in social networks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
boycott	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 8 Situation regarding cancellation of medical treatment for employees.

One known all over the world hotel chain stop to provide medical treatment for their workers. How will you react on it?\*

	strongly agree	agree	agree somewhat	undecided	disagree somewhat	disagree	strongly disagree
I am not interested in that	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
don't react	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
stop to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
decision depends from the price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
tell to your friends stopped to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
share in social networks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
boycott	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Survey was designed and posted in social networks such as Facebook and Odnoklassniki (Russian social network). Also survey was sent by email.

### 3.3. Quantitative methods

To understand more deeply what quantitative research means we use the definition given by Aliaga and Gunderson in “Interactive Statistics” (2000). Quantitative research is “Explaining phenomena by collecting numerical data that are analysed using mathematically based methods” (Muijs, 2004; p.1). Moreover, quantitative research is about gathering numerical data to clarify a specific phenomenon, specific questions seem directly suited to answer using quantitative methods.

Quantitative methods transform data into mathematical (or measureable) form. It helps to categorize the data very easily and creates the opportunity to work with this information in future. The concept is similar to the manner in which computers transform all data to binary constructs. This categorization allows the researcher to answer specific questions from complex data sets (Aliaga & Gunderson, 2000).

### Hypothesis testing

According to Malhotra and Birks (2007) “hypothesis testing is one of the fundamental building blocks of quantitative data analysis. It provide insights into the data, guide subsequent analyses and aid the interpretation of results” (p. 502). Authors present step by

step instructions in designing of hypothesis testing that will be used as a background for our research:

- 1 Formulate the null hypothesis  $H_0$  and the alternative hypothesis  $H_1$ .
- 2 Select an appropriate statistical technique and the corresponding test statistic.
- 3 Choose the level of significance,  $\alpha$ .
- 4 Determine the sample size and collect the data. Calculate the value of the test statistic.
- 5 Determine the probability associated with the test statistic under the null hypothesis, using the sampling distribution of the test statistic. Alternatively, determine the critical values associated with the test statistic that divide the rejection and non-rejection region.
- 6 Compare the probability associated with the test statistic with the level of significance specified. Alternatively, determine whether the test statistic has fallen into the rejection or the non-rejection region.
- 7 Make the statistical decision to reject or not reject the null hypothesis.
- 8 Express the statistical decision in terms of the marketing research problem (Malhotra & Birks, 2007, p.511)

Following these steps, the research direction was determined. First step is formulating alternative and null hypotheses. In our case, alternative and null hypotheses were defined as:

*Null hypothesis  $H_0$*  – The mean of customer`s reaction on unethical behaviour of the companies is equal in East and West Europe.

*Alternative hypothesis  $H_1$*  – The mean of customer`s reaction on unethical behaviour of the companies is different in East and West Europe.

Regarding these hypotheses, we can determine secondary hypotheses that will help in the research (see Table 2):

*Table 3 Secondary hypotheses*

Null hypothesis	Alternative hypothesis
H1.0 – On average ethics approach is equal in East and West Europe concerning ethical issues	H1.1 – On average ethics approach is different in East and West Europe concerning ethical issues
H1.1.0 – On average self-rating perception about ethics is equal in East and West Europe	H1.1.1 – On average self-rating perception about ethics is different in East and West Europe
H1.2.0 – On average the reaction to	H1.2.1 – On average the reaction to

unethical companies` behaviour concerning ethicality is equal in East and West Europe	unethical companies` behaviour concerning ethicality is different in East and West Europe
<p>H2.0 – On average ethics approach is equal in East and West Europe concerning environmental issues</p> <p>H2.1.0 – On average self-rating perception about ecology is equal in East and West Europe</p> <p>H2.2.0 – On average the reaction to unethical companies` behaviour concerning ecology is equal in East and West Europe</p>	<p>H2.1 – On average ethics approach is different in East and West Europe concerning environmental issues</p> <p>H2.1.1 – On average self-rating perception about ecology is different in East and West Europe</p> <p>H2.2.1 – On average the reaction to unethical companies` behaviour concerning ecology is different in East and West Europe</p>
<p>H3.0 – On average ethics approach is equal in East and West Europe concerning social issues</p> <p>H3.1.0 – On average self-rating perception about human rights is equal in East and West Europe</p> <p>H3.2.0 – On average the reaction to unethical companies` behaviour concerning human rights is equal in East and West Europe</p>	<p>H3.1 – On average ethics approach is different in East and West Europe concerning social issues</p> <p>H3.1.1 – On average self-rating perception about human rights is different in East and West Europe</p> <p>H3.2.1 – On average the reaction to unethical companies` behaviour concerning human rights is different in East and West Europe</p>

Next step is to select of the statistical techniques and test techniques. Research includes several statistical analyses and tests. In our case following statistics was used – Kaiser-Meyer-Olkin measure of sampling adequacy (KMO), factor reduction, Cronbach`s alpha, T-test and regression analysis that performed by SPSS 2.2.

According to Pallant (2005) “Factor analysis is included in the SPSS package as a ‘data reduction’ technique. It takes a large set of variables and looks for a way that the data may be ‘reduced’ or summarised using a smaller set of factors or components. It does this by looking for ‘clumps’ or groups among the intercorrelations of a set of variables. This is an almost impossible task to do ‘by eye’ with anything more than a small number of variables” (p.172). “The term ‘factor analysis’ covers a variety of different and related techniques. Principal components of analysis transformed the original variables into a small set of linear combinations, with all of the variance in the variables being used. In factor analysis,



however, factors are estimated using a mathematical model, where only the shared variance is analysed” (Tabachnick & Fidell, 2001, p.607).

## T test

T test is a statistical examination of two population means. A two-sample t-test examines whether two samples are different and is commonly used when the variances of two normal distributions are unknown and when an experiment uses a small sample size<sup>3</sup>. In our research, a t-test was used to compare the average ethics approach of the East Europeans to the average ethics approach of West Europeans.

## Hierarchical Regression

According to Woltman et al (2012) “Hierarchical Linear Modelling (HLM) is a complex form of ordinary least squares (OLS) regression that is used to analyse variance in the outcome variables when the predictor variables are at varying hierarchical levels” (p.52). Also authors presents HLM as a multi-step and time-consuming process, which can accommodate numbers of hierarchical levels, but the workload increases exponentially with each added level. “Compared to most other statistical methods commonly used in psychological research, HLM is relatively new and various guidelines for HLM are still in the process of development. HLM presumes that data is normally distributed: When the assumption of normality for the predictor and/or outcome variable(s) is violated, this range restriction biases HLM output” (p.67). In our case it analyse variance in the outcome variables (Active Anti-Pollution, Passive Anti-Pollution, etc.) when the predictor variables (Self-rating) are at varying hierarchical levels.

### 3.4. Conclusion

The chapter is an introduction to the methodology developed for the research that was built according to the aim of the study and literature review.

The chapter is structured in parts.

- Data collection,
- Quantitative methods.

In Data collection section the main types of data and methods of data collection are given. For the research, primary data was used. As primary data collection method, survey is

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<sup>3</sup><http://www.investopedia.com/terms/t/t-test.asp#ixzz3eNGRjyI4>

developed, which is aimed to give answers regarding several aspects: demographical differences among customers (*gender, age, education and nationality*) and how they differ their attitudes and reaction on company`s unethical conduct. Consequently, survey questions are designed to give relevant results to the study.

Then, the quantitative method of research is introduced as the main method chosen for the research. Under this, nine null and alternative hypotheses was built to be tested during analysis. Afterwards, statistical and test techniques are chosen to analyse data and test hypotheses. Several techniques are chosen: Kaiser-Meyer-Olkin measure of sampling adequacy (KMO), factor reduction, Cronbach`s alpha, T-test and regression analysis that performed by SPSS.

## 4. Quantitative analysis

### 4.1. Introduction

Data was collected by Google.doc survey software that was posted in Facebook, Russian social network and sent by e-mail. Survey was completed by people from different countries of Europe and Post-Soviet countries and translated to English.

Two-hundred-and-five responses were received, but we have to exclude three responses from Turkish and one response from Mauritian, because Turkey and Mauritania are situated out of our research area. We also have one response from Armenia, one response from Tajikistan and one from Kazakhstan, that were included to the sample, because Armenia, Tajikistan and Kazakhstan are Post Soviet countries.

So, we have two-hundred-and-one responses that were divided into two groups (see Table 3):

*Table 4 Survey results*

East Europe	West Europe
Armenian 1	British 1
Belarusian 54	Dutch 2
Kazakhstan 1	French 3
Moldavian 7	German 2
Russian 34	Italian 1
Tajikistan 1	Latvian 3
Ukrainian 3	Polish 5
	Portuguese 80
	Spanish 3

The sample size is two-hundred-and-one, that larger than thirty, so we can use Central Limit Theorem. It states that regardless of the shape of the population distribution, the distribution of the sample means will be approximately normal <sup>4</sup>. Thereby the sample is assumed a normal distribution.

We started working with SPSS software from preparing codebook. Variables Gender, Age and Formal education was converted into numerical format that SPSS can understand.

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<sup>4</sup> <http://www.statisticslectures.com/topics/centrallimittheorem/>

Genders were converted to figures: Male became 1, Female became 2. Age variable was converted to interval format: interval 18-19=1; interval 20-29=2; 30-39=3; 40-49=4; 50->50=5. Formal education variables was changed to figures: Basic school=1; High school=2; University=3. We also add one new variable “Region” that represents Nationality variable numerically. This variable presents East Europeans (Armenian, Belarusians, Kazakh, Moldavians, Russians, Tajik and Ukrainians) as “1” and West Europeans (British, Danes, French, Germans, Italian, Latvians, Poles, Portuguese and Spanish) as “0” (see Table 4).

*Table 5 SPSS coding*

Variable	SPSS variable name	Coding instructions
Gender	Gender_1	Male=1 Female=2
Age	Age_ interval	18-19=1 20-29=2 30-39=3 40-49=4 50->50=5
Formal education	Education	Basic school=1 High school=2 University=3
Region	Region	East Europeans=1 West Europeans=2

Next, we reversed the scores of some scale items. Each of seven situational questions has three possible reactions as:

- I am not interesting in that
- I don't react
- Decision depends from the price

Which were constructed in the opposite direction. Thus, the values of Likert scale was changed to 1=7, 2=6, 3=5, 4=4, 5=3, 6=2, 7=1. It was made to focus responses in right logical way.

#### 4.2. Factor reduction

The impact of unethical behaviour of the companies on customer's attitude was evaluated through an Exploratory Factor Analysis (EFA) on the correlation matrix, with the extraction of factors by the method of principal components analysis and the rotated component matrix by the method of Varimax rotation with Kaiser Normalization. In order to evaluate the validity of the EFA, the Kaiser-Meyer-Olkin (KMO) coefficient was applied as well as the Bartlett's Test of Sphericity.

The Bartlett's test of sphericity must be significant ( $p < 0.05$ ) to consider factor analysis as appropriated. The KMO index ranges from 0 to 1, with 0.6 suggested as the minimum value for a good factor analysis (Tabachnick & Fidell, 2001).

The main aim of the analysis was to reduce the 49 factors of the survey, so it was made an EFA to each one of the 7 variables (Anti-Pollution, Anti-Fur, Anti-Animal testing, Anti-GMI components, Anti-Women rights violation, Anti-Sweatshops, Anti-Labour rights violation).

*Table 6 KMO coefficients and factor reduction*

Original variables	KMO	Sig	New variables
M1 – One well-known oil company leaked oil into the Mexican Gulf. How will you react on it?	0.721	0.000	Active Anti-Pollution
		0.000	Passive Anti-Pollution
M2 – Imagine that one of well-known textile company uses in their production the fur of rare animals. How will you react on it?	0.844	0.000	Anti-Fur
M3 – One cosmetic company produced new shampoo. But mass-media informs that they still continue testing on animals. How will you react on it?	0.793	0.000	Active Anti-Animal Testing
		0.000	Passive Anti-Animal Testing
M4 – One well-known food company uses GMI components in food production. How will you react on it?	0.789	0.000	Active Anti-GMI components

		0.000	Passive Anti-GMI components
M5 – Furniture and home accessories company made a special catalogue for Arabian countries without women pictures. How will you react on it?	0.736	0.000	Active Anti-Women rights violation
		0.000	Passive Anti-Women rights violation
M6 – Shoe company moved their factories to Bangladesh, where employees work in the sweatshops with bad working conditions and they also receive very small salary. How will you react on it?	0.803	0.000	Active Anti-Sweatshops
		0.000	Passive Anti-Sweatshops
M7 – One known all over the world hotel chain stops to provide medical treatment for their workers. How will you react on it?	0.752	0.000	Active Anti-Labour rights violation
		0.000	Passive Anti-Labour rights violation

As we can see from the table all the KMO coefficients have mean above 0.6 and significance is 0.000 that implies factor analysis is appropriate.

Active factors include four possible answers for survey:

- Stop to buy
- Tell to your friends stopped to buy
- Share in social networks
- Boycott

Passive factors include three answers for survey:

- I am not interesting in that
- Don't react
- Decision depends from the price

#### 4.3. Scale reliability

With this process 13 scales of consumers' reaction to unethical behaviour was constructed (see Table 7).

Table 7 Twitter definitions

New variable	Twitter definition
Active Anti-Pollution	It means that respondents involved in process of evaluating unethical situations and they are ready to act (stop to buy products, tell to their friends, share in social networks and boycott) regarding the oil pollution in Mexican Gulf
Passive Anti-Pollution	These factors mean that people not interested or may be interested in Mexican Gulf pollution and they are not ready to make any actions.
Anti-Fur	This variable include all the factors. People has strong reaction on situation concerned with fur. It means that they are involved in rare animals protection
Active Anti-Animal Testing	These factors mean that people involved and ready to act in animal protection
Passive Anti-Animal Testing	These factors mean that people not interested or may be interested in that question rights, but they are not ready to act in animal protection
Active Anti-GMI components	This group of factors means that people interested in eco-friendly food production and they ready to act if they know that companies use GMI components that harmful for human health
Passive Anti-GMI components	This group of factors suggests that people not interested or may be interested in eco-friendly food, but they not ready to take action
Active Anti-Women rights violation	Active group of factors means that respondents are interested in protection of women rights in Arabian countries. People ready to take action in protection of women rights
Passive Anti-Women rights violation	Following group of factors suggests that people are not interested or may be interested in protection of women rights and they are not ready to act
Active Anti-Sweatshops	Group of factors means that people are ready to take action in labour rights protection
Passive Anti-Sweatshops	This group of factors suggests that respondents are not interested or may be interested in labour rights protection, but not ready to act
Active Anti-Labour rights violation	Group of factors describes that people interested in labour rights protection and ready to stop use the services of this hotel chain, tell to their friends, share in social network and boycott this company
Passive Anti-Labour	This group of factors means that people are not interested or may be

rights violation	interested in labour rights protection, but not ready to act
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According to Pallant (2005) Cronbach's alpha coefficient is one of the most commonly used indicators of internal consistency. Cronbach alpha coefficient of a scale should be above 0.7.

Table 8 Cronbach's alpha coefficients

Variables	Cronbach's alpha coefficient	
	Active factors	Passive factors
Anti-Pollution	0.866	0.798
Anti-Fur	0.883	-
Anti-Animal testing	0.890	-
Anti-GMI components	0.881	0.751
Anti-Women rights violation	0.892	0.678
Anti- Sweatshops	0.881	0.740
Anti-Labour rights violation	0.894	0.760

Almost each coefficient is more than 0.7. Just only one Cronbach's alpha coefficient of Women rights violation (passive factors) is 0.678, that little bit less than optimal value. Regarding animal variable we used just active group of factors because it was impossible to calculate Cronbach's alpha coefficient. In common, all the values of Cronbach's alpha is more than 0.7, thus the scales can be considered reliable with the samples and have good internal consistency.

#### 4.4. T-test

First one we need to check null hypothesises regarding self-rating.

Null hypothesis H1.1.0 – On average self-rating perception about ethics is equal in East and West Europe

An independent samples t-test was conducted to compare the self-esteem scores for East Europe (1 region) and West Europe (0 region). According to Pallant (2005), T-test analyse the probability that the two sets of scores came from the same population (2005), meaning that they are equal on average



Table 9 Group Statistics

	Region	N	Mean	Std. Deviation	Std. Error Mean
Self-rating (ethicality)	1,0	101	2,881	1,2750	,1269
	,0	100	1,890	,7771	,0777

Testing first self-rating question regarding ethicality we can see that Mean value, on our sample, of East European region (1 region) is 2.881 and West European region (0 region) is 1.890. It looks like that there is a significant difference between 1 and 0 region.

Table 10 T-test

Variables		Levene`s test	T-test Sig (2-tailed)
Self-rating (ethicality)	Equal variances assumed	0.000	0.000
	Equal variances not assumed		0.000

As we can see from this table Levene`s test mean= 0.000, it is less than 0.05. It suggests that the variances are significantly different and we need to interpret the bottom row of results. The significance of T-test is 0.000, it means that there is statistically significant difference between East European and West European regions. So, linking this result (Table 10) to descriptive analysis (Table 9), we can say that people from Western Europe feel themselves more ethical than people from East Europe rate themselves.

Null hypothesis H2.1.0 – On average self-rating perception about ecology is equal in East and West Europe

Table 11 Group Statistics

	Region	N	Mean	Std. Deviation	Std. Error Mean
Self-rating (ecology)	1,0	101	2,990	1,3076	,1301
	,0	100	2,510	,9481	,0948

The results of second self-rating question we can see, on our sample comparing Mean values: East European region (1 region) =2.990 and West European region (0 region) =2.510. It appears that difference exists.

Table 12 T-test

Variables		Levene`s test	T-test Sig (2-tailed)
Self-rating (ecology)	Equal variances assumed	0.133	0.003
	Equal variances not assumed		0.003

Regarding Table 12, Levene`s test mean= 0.133, it is bigger than 0.05. It suggests that the variances are not significantly different and we need to interpret the top row of results. The significance of T-test is 0.003, it means that there is statistically significant difference between East European and West European regions. Linking this result to descriptive analysis (Table 11), we can say that people from Western Europe feel themselves more ethical regarding ecological issues than people from East Europe rate themselves.

Null hypothesis H3.1.0 – On average self-rating perception about human rights is equal in East and West Europe

Table 13 Group Statistics

	Region	N	Mean	Std. Deviation	Std. Error Mean
Self-rating (human rights violation)	1,0	101	2,653	1,1440	,1138
	,0	100	1,830	,8768	,0877

This results also shows us some difference between variables in our sample: East European region (1 region) =2.653, West European region (0 region) =1.830.

Table 14 T-test

Variables		Levene`s test	T-test Sig (2-tailed)
Self-rating (human rights violation)	Equal variances assumed	0.008	0.000
	Equal variances not assumed		0.000

As we can see from Table 14, Levene`s test mean= 0.008, it is less than 0.05. It suggests that the variances are significantly different and we need to interpret the bottom row of results. The significance of T-test is 0.000, it means that there is statistically significant difference between East European and West European regions. Linking this result to descriptive analysis (Table 13), we can say that West Europeans feel themselves more ethical regarding social issues than East Europeans rate themselves.

Following step is checking null hypothesises regarding reaction to unethical behaviour of the companies.

Null hypothesis H2.2.0 – On average the reaction to unethical companies` behaviour concerning ecology is equal in East and West Europe

Table 15 Group Statistics

	Reg ion	N	Mean	Std. Deviation	Std. Error Mean
Active Anti-Pollution	1,0	100	-,0201119	,99290020	,09929002
	,0	100	,0201119	1,01164868	,10116487
Passive Anti-Pollution	1,0	100	,3664851	1,02889447	,10288945
	,0	100	-,3664851	,82470673	,08247067

Table 15 for Group variables of Anti-Pollution case shows us the difference between means of Active Anti-Pollution and Passive Anti-Pollution as well: Active factors for East European region (1 region) = -0,0201119, that is less than West European region (0 region) = 0,0201119. Passive factors for East European region (1 region) = 0,3664851, that is bigger than West European region (0 region) = -0,3664851.

Table 16 T-test

Variables		Levene's test	T-test Sig (2-tailed)
Active Anti-Pollution	Equal variances assumed	0.547	0.777
	Equal variances not assumed		0.777
Passive Anti-Pollution	Equal variances assumed	0.009	0.000
	Equal variances not assumed		0.000

According to Table 16 table Levene's test for Active Anti-Pollution = 0.547, it is bigger than 0.005. It suggests that the variances are not significantly different and we need to interpret the top row of results. The significance of T-test is 0.777, it means that there is no statistically significant difference between East European and West European regions.

Levene's test for Passive Anti-Pollution = 0.009, it is less than 0.005. It suggests that the variances are significantly different and we need to interpret the bottom row of results. The significance of T-test is 0.000, it means that there is statistically significant difference between East European and West European regions. Linking this result (Table 16) to descriptive analysis (Table 15). We can claim that people from West European countries are more committed with Passive Anti-Pollution actions than East Europeans.

Null hypothesis H2.2.0 – On average the reaction to unethical companies' behaviour concerning ecology is equal in East and West Europe

Table 17 Group Statistics

	Region	N	Mean	Std. Deviation	Std. Error Mean
Anti-Fur	1,0	101	,4329651	,92769698	,09230930
	,0	100	-,4372948	,87549016	,08754902

Regarding the variable of using fur of rare animals case we can say that in our sample mean of East European region (1 region) = 0,4329651 is bigger than West European region (0 region) = -0,4372948.

Table 18 T-test

Variables		Levene's test	T-test Sig (2-tailed)
Anti-Fur	Equal variances assumed	0.920	0.000
	Equal variances not assumed		0.000

As we can see from Table 18 Levene's test mean= 0.920, it is bigger than 0.05. It suggests that the variances are not significantly different and we need to interpret the top row of results. The significance of T-test is 0.000, it means that there is statistically significant difference between East European and West European regions and linking this result to descriptive analysis (Table 17), we can affirm that West Europeans are more committed with Anti-Fur actions than East Europeans.

Null hypothesis H2.2.0 – On average the reaction to unethical companies' behaviour concerning ecology is equal in East and West Europe

Table 19 Group Statistics

	Region	N	Mean	Std. Deviation	Std. Error Mean
Active Anti-Animal testing	1,0	101	,0971428	,93426187	,09296253
	,0	100	-,0981142	1,05791737	,10579174
Passive Anti-Animal testing	1,0	101	,4225197	,92778329	,09231789
	,0	100	-,4267449	,88580206	,08858021

This test for Group variables of Anti-Animal testing case presents the significant difference between means of Active Anti-Animal testing and Passive Anti-Animal testing as well: Active factors for East European region (1 region) = 0,0971428, that is bigger than West European region (0 region) = -0,0981142. Passive factors for East European region (1 region) = 0,4225197 , that is bigger than West European region (0 region) = -0,4267449.

Table 20 T-test

Variables		Levene`s test	T-test Sig (2-tailed)
Active Anti-Animal testing	Equal variances assumed	0.070	0.167
	Equal variances not assumed		0.167
Passive Anti-Animal testing	Equal variances assumed	0.615	0.000
	Equal variances not assumed		0.000

Regarding table 20, Levene`s test mean for Active Anti-Animal testing = 0.070, it is bigger than 0.05. It suggests that the variances are not significantly different and we need to interpret the top row of results. The significance of T-test is 0.167, it means that there is no statistically significant difference between East European and West European regions. According to Levene`s test mean for Passive Anti-Animal testing = 0.615, it is bigger than 0.05. It means that the variances are not significantly different and we need to interpret the top row of results. The significance of T-test is 0.000, it means that there is statistically significant difference between East European and West European regions. So, linking this result (Table 20) to descriptive analysis (Table 19), we can say that West Europeans are more committed Active and Passive Anti-Animal testing activities than East Europeans.

Null hypothesis H3.2.0 – On average the reaction to unethical companies` behaviour concerning human rights is equal in East and West Europe

Table 21 Group Statistics

	Reg ion	N	Mean	Std. Deviation	Std. Error Mean
Active Anti-GMI components	1,0	101	-,1298742	,89271013	,08882798
	,0	100	,1311729	1,08656920	,10865692
Passive Anti-GMI components	1,0	101	,0990953	,93482982	,09301904
	,0	100	-,1000863	1,05703886	,10570389

Group variables of Anti-GMI components case shows, in our sample a difference between means of Active Anti-GMI components and Passive Anti-GMI components as well: Active factors for East European region (1 region) = -0,1298742, that is less than West European region (0 region) = 0,1311729. Passive factors for East European region (1 region) = 0,0990953 , that is bigger than West European region (0 region) = -0,1000863.

Table 22 T-test

Variables		Levene`s test	T-test Sig (2-tailed)
Active Anti-GMI components	Equal variances assumed	0.234	0.064
	Equal variances not assumed		0.064
Passive Anti-GMI components	Equal variances assumed	0.639	0.158
	Equal variances not assumed		0.159

According to Table 22 Levene`s test mean for active factors = 0.234, it is bigger than 0.05. It suggests that the variances are not significantly different and we need to interpret the top row of results. The significance of T-test is 0.064, it means that there is no statistically significant difference between East European and West European regions. Regarding Levene`s test mean for passive factors = 0.639, it is bigger than 0.05. It means that the

variances are not significantly different and we need to interpret the top row of results. The significance of T-test is 0.158, it suggests that there is no statistically significant difference between East European and West European regions.

Null hypothesis H3.2.0 – On average the reaction to unethical companies` behaviour concerning human rights is equal in East and West Europe

*Table 23 Group Statistics*

	Region	N	Mean	Std. Deviation	Std. Error Mean
Active Anti-Women rights violation	1,0	101	-,1020479	,86616242	,08618638
	,0	100	,1030684	1,11401614	,11140161
Passive Anti-Women rights violation	1,0	101	,4696708	,87352359	,08691885
	,0	100	-,4743675	,89280819	,08928082

Table 23 shows the difference in means of Active Anti-Women rights violation and Passive Anti-Women rights violation as well: Active factors for East European region (1 region) = -0,1020479, that is less than West European region (0 region) = 0,1030684. Passive factors for East European region (1 region) = 0,4696708, that is bigger than West European region (0 region) = -0,4743675

*Table 24 T-test*

Variables		Levene`s test	T-test Sig (2-tailed)
Active Anti-Women rights violation	Equal variances assumed	0.009	0.146
	Equal variances not assumed		0.147
Passive Anti-Women rights violation	Equal variances assumed	0.720	0.000
	Equal variances not assumed		0.000



As we can see from Table 24, Levene`s test mean for Active Anti-Women rights violation = 0.009, it is less than 0.05. It means that the variances are significantly different and we need to interpret the bottom row of results. The significance of T-test is 0.147, it means that there is no statistically significant difference between East European and West European regions. According to Levene`s test mean for Passive Anti-Women rights violation = 0.720, it is bigger than 0.05. It means that the variances are not significantly different and we need to interpret the top row of results. The significance of T-test is 0.000, it suggests that there is statistically significant difference between East European and West European regions. Linking this result to descriptive analysis (Table 23), we can affirm that West Europeans are more ethical regarding Passive Anti-Women rights violation than East Europeans.

Null hypothesis H1.2.0 – On average the reaction to unethical companies` behaviour concerning ethicality is equal in East and West Europe

*Table 25 Group Statistics*

	Region	N	Mean	Std. Deviation	Std. Error Mean
Active Anti-Sweatshops	1,0	101	,2672011	1,02356140	,10184817
	,0	100	-,2698731	,90307008	,09030701
Passive Anti-Sweatshops	1,0	101	,4012565	,90203011	,08975535
	,0	100	-,4052691	,93175288	,09317529

Group variables of Anti-Sweatshops case present, in our sample, a difference on means of Active Anti-Sweatshops and Passive Anti-Sweatshops as well: Active factors for East European region (1 region) = 0,2672011, that is bigger than West European region (0 region) = -0,2698731. Passive factors for East European region (1 region) = 0,4012565 , that is bigger than West European region (0 region) = -0,4052691.

Regarding Table 26, Levene`s test mean for Active Anti-Sweatshops = 0.331, it is bigger than 0.05. It suggests that the variances are not significantly different and we need to interpret the top row of results. The significance of T-test is 0.000, it suggests that there is statistically significant difference between East European and West European regions.

Table 26 T-test

Variables		Levene`s test	T-test Sig (2-tailed)
Active Anti-Sweatshops	Equal variances assumed	0.331	0.000
	Equal variances not assumed		0.000
Passive Anti-Sweatshops	Equal variances assumed	0.655	0.000
	Equal variances not assumed		0.000

Regarding Levene`s test mean for Passive Anti-Sweatshops = 0.655, it is bigger than 0.05. It means that the variances are not significantly different and we need to interpret the top row of results. The significance of T-test is 0.000, it suggests that there is statistically significant difference between East European and West European regions. Linking this result to descriptive analysis (Table 25), we can claim that West Europeans are more ethical regarding Active and Passive Anti-Sweatshops activities than East Europeans.

Null hypothesis H1.2.0 – On average the reaction to unethical companies` behaviour concerning ethicality is equal in East and West Europe

Table 27 Group Statistics

	Region	N	Mean	Std. Deviation	Std. Error Mean
Active Anti-Labour rights violation	1,0	101	,1691472	,96405714	,09592727
	,0	100	-,1708386	1,01130534	,10113053
Passive Anti-Labour rights violation	1,0	101	,3474306	,89170051	,08872752
	,0	100	-,3509049	,98464001	,09846400

Group variables of Anti-Labour rights violation case shows difference between means of Active Anti-Labour rights violation factors and Passive Anti-Labour rights violation factors as well: Active factors for East European region (1 region) = 0,1691472, that is bigger than West European region (0 region) = -0,1708386. Passive factors for East European region (1 region) = 0,3474306 , that is bigger than West European region (0 region) = -0,3509049.

Table 28 T-test

Variables		Levene`s test	T-test Sig (2-tailed)
Active Anti-Labour rights violation	Equal variances assumed	0.793	0.016
	Equal variances not assumed		0.016
Passive Anti-Labour rights violation	Equal variances assumed	0.217	0.000
	Equal variances not assumed		0.000

As we can see from Table 28, Levene`s test mean for Active Anti-Labour rights violation = 0.793, it is bigger than 0.05. It suggests that the variances are not significantly different and we need to interpret the top row of results. The significance of T-test is 0.016, it means that there is statistically significant difference between East European and West European regions.

According to Levene`s test mean for Passive Anti-Labour rights violation = 0.217, it is bigger than 0.05. It means that the variances are not significantly different and we need to interpret the top row of results. The significance of T-test is 0.000, it suggests that there is statistically significant difference between East European and West European regions.

Linking these results (Table 28) to descriptive analysis (Table 27), we can affirm that people from West Europe are more ethical regarding Active and Passive Anti-Labour rights violation actions than people from East Europe.

To summarize the results following table was made:

Table 29 Summary of results

Hypothesis	Acceptance	Results
H1.0 - The mean of customer's reaction on unethical behaviour of the companies regarding ethicality is equal in East and West Europe.	1. Self-rating (ethical issues) – reject null hypothesis	1. West Europeans feel themselves more ethical than East Europeans feel themselves
	Active Anti-Sweatshops – reject null hypothesis	2. People from West Europe are more ethical regarding Active Anti-Sweatshops activities than people from East Europe
	2. Passive Anti-Sweatshops – reject null hypothesis	3. People from West Europe are more ethical regarding Passive Anti-Sweatshops activities than people from East Europe
	4. Active Anti-Labour rights violation - reject null hypothesis	4. West Europeans are more ethical regarding Active Anti- Labour rights violation activities than East Europeans
	5. Passive Anti-Labour rights violation reject null hypothesis	5. West Europeans are more ethical regarding Passive Anti- Labour rights violation activities than East Europeans
H2.0 - The mean of customer's reaction on unethical behaviour of the companies regarding ecology is equal in East and West Europe.	1. Self-rating (ecological issues) – reject null hypothesis	1. West Europeans feel themselves more ethical regarding ecological issues than East Europeans feel themselves
	2. Active Anti-Pollution– not reject null hypothesis	2. East Europeans and West Europeans have equal attitude to Active Anti-Pollution actions, on

		average
	3. Passive Anti-Pollution – reject null hypothesis	3. West Europeans are more ethical regarding Passive Anti-Pollution actions than East Europeans
	4. Anti-Fur – reject null hypothesis	4. People from West Europe are more ethical regarding Anti-Fur activities than people from East Europe
	5. Active Anti-Animal testing – not reject null hypothesis	5. People from West Europe and East Europe have equal attitude regarding Active Anti-Animal testing actions, on average
	6. Passive Anti-Animal testing – reject null hypothesis	6. People from West Europe are more ethical regarding Passive Anti-Animal testing actions than people from East Europe
H3.0 - The mean of customer's reaction on unethical behaviour of the companies regarding human rights violation is equal in East and West Europe.	1. Self-rating (social issues) – reject null hypothesis	1. West Europeans feel themselves more ethical regarding social issues than people from East Europe feel themselves
	2. Active Anti-GMI components – not reject null hypothesis	2. East and West Europeans are similar in their attitude regarding Active Anti-GMI components actions, on average

	3. Passive Anti-GMI components – not reject null hypothesis	3. East and West Europeans are similar in their attitude regarding Passive Anti-GMI components actions
	4. Active Anti-Women rights violation – not reject null hypothesis	4. People from East and West Europe are similar regarding Active Anti-Women rights violation activities
	5. Passive Anti-Women rights violation –reject null hypothesis	5. West Europeans are more ethical regarding Passive Anti-Women rights violation activities than East Europeans

#### 4.5. Hierarchical Regression

In our case hierarchical regression was used. According to Pallant (2005) hierarchical regression (also called sequential) the independent variables are entered into the equation in the order specified by the researcher based on theoretical grounds. Variables or sets of variables are entered in steps (or blocks), with each independent variable being assessed in terms of what it adds to the prediction of the dependent variable, after the previous variables have been controlled for (Pallant, 2005, p.141).

Control variables for first regression test are: Region, Age interval, Education and Gender. Dependent variable is Self-rating (ethical issues). Independent variables are: Active and Passive Anti-Sweatshops, Active and Passive Anti-Labour rights violation.

First regression analysis presents results of ethical factors (Anti-Sweatshops and Anti-Labour rights violation cases). Here we are testing if Self-rating about ethical issues is a function of consumer reaction to unethical (in ethical issues) company's behaviour. R squares changes is only 0.038, it means that independent variables Active Anti-Sweatshops, Passive Anti-Sweatshops, Active Anti-Labour rights violation and Passive Anti-Labour rights violation do not increases in a significant way the explanation power.

Table 30 Model Summary 1

Model	R	R Square	Adjusted R Square	R Square Change
1	,530 <sup>a</sup>	,281	,266	,281
2	,565 <sup>b</sup>	,319	,291	,038

a. Predictors: (Constant), Region, Age interval, Education, Gender\_1

b. Predictors: (Constant), Region, Age interval, Education, Gender\_1, Active Anti-Sweatshops, Passive Anti-Sweatshops, Active Anti-Labour rights violation, Passive Anti-Labour rights violation

c. Dependent Variable: Self-rating (ethical issues)

As we can see from Table 30 control variables have low significance level: Gender =0.001, Education= 0.036, Age interval= 0.003, Region= 0.000. So, that means that all the control variables influence on independent variables. Active Anti-Sweatshops = 0.035, it means that it has connection with dependent variable Self-rating (ethical issues). Other independent variables has high significance level: Passive Anti-Sweatshops = 0.556, Active Anti-Labour rights violation = 0.243, Passive Anti-Labour rights violation = 0.085. It means that these variables have no connection with Self-rating (ethical issues).

Table 31 Coefficients 1

Model	Variables	Standardised coefficients Beta	t	Sig.
1	(Constant)		8,122	,000
	Gender_1	-,209	-3,343	,001
	Education	-,131	-2,107	,036
	Age interval	-,184	-3,037	,003
	Region	,376	6,086	,000
2	(Constant)		6,930	,000
	Gender_1	-,159	-2,397	,017
	Education	-,094	-1,502	,135
	Age interval	-,148	-2,399	,017
	Region	,278	4,023	,000
	Active Anti-Sweatshops	,207	2,122	,035
	Passive Anti-Sweatshops	,055	,590	,556

	Active Anti-Labour rights violation	-,111	-1,171	,243
	Passive Anti-Labour rights violation	,148	1,732	,085

a. Dependent Variable: Self-rating (ethicality)

Control variables for second regression test are: Region, Age interval, Education and Gender. Dependent variable is Self-rating (ecological issues). Independent variables are: Active and Passive Anti-Pollution, Anti-Fur, Active and Passive Anti-Animal testing.

Second regression analysis presents results of ecological factors (Anti-Pollution, Anti-Fur and Anti-Animal testing). Next is testing if self-rating about ecological issues is a function of consumer reaction to unethical (in ecological issues) company's behaviour. R squares changes is 0.158, it suggests that independent variables Active Anti-Pollution, Passive Anti-Pollution, Anti-Fur, Active Anti-Animal testing and Passive Anti-Animal testing increases the explanatory power in a significant way.

Table 32 Model summary 2

Model	R	R Square	Adjusted R Square	R Square Change
1	,420 <sup>a</sup>	,176	,159	,176
2	,578 <sup>b</sup>	,334	,303	,158

a. Predictors: (Constant), Region, Age interval, Education, Gender\_1

b. Predictors: (Constant), Region, Age interval, Education, Gender\_1, Active Anti-Pollution, Passive Anti-Pollution, Anti-Fur, Active Anti-Animal testing, Passive Anti-Animal testing.

c. Dependent Variable: Self-rating (ecological issues)

This table shows us that all the control variables has low significance level: Gender =0.010, Education= 0.003, Age interval= 0.000, Region= 0.022 (in accordance with table 32). It means that all these factors influence on independent variables. Active Anti-Pollution and Passive Anti-Pollution have low significance level = 0.004 and 0.000 respectively. It means that it has connection with Self-rating (ecological issues). Anti-Fur and Passive Anti-Animal testing have high significance level = 0.113 and 0.110 respectively, but we can say that they have no connection with dependent variable Self-rating (ecological issues). Active Anti-Animal testing= 0.936, that means this variable has no connection with dependent variable Self-rating (ecological issues).



Table 33 Coefficients 2

Model	Variables	Standardised coefficients Beta	t	Sig.
1	(Constant)		9,662	,000
	Gender_1	-,174	-2,590	,010
	Education	-,201	-3,009	,003
	Age interval	-,240	-3,690	,000
	Region	,153	2,312	,022
2	(Constant)		7,604	,000
	Gender_1	-,032	-,478	,633
	Education	-,135	-2,126	,035
	Age interval	-,151	-2,456	,015
	Region	,056	,816	,415
	Active Anti- Pollution	,216	2,917	,004
	Passive Anti- Pollution	,327	3,997	,000
	Anti-Fur	,176	1,590	,113
	Active Anti-Animal testing	-,007	-,080	,936
	Passive Anti- Animal testing	-,149	-1,604	,110

a. Dependent Variable: Self-rating (ecological issues)

Control variables for third regression test are: Region, Age interval, Education and Gender. Dependent variable is Self-rating (social issues). Independent variables are: Active Anti-GMI components, Passive Anti-GMI components, Active Anti-Women rights violation, Passive Anti-Women rights violation

Third regression analysis presents social factors such as Anti-GMI components and Anti-Women rights violation. Here we are testing if self-rating about social issues is a function of consumer reaction on unethical (in social issues) company`s behaviour. R squares changes only 0.036, it means that independent variables do not increases in a significant way the explain power.

Table 34 Model Summary 3

Model	R	R Square	Adjusted R Square	R Square Change
1	,547 <sup>a</sup>	,299	,285	,299
2	,579 <sup>b</sup>	,335	,307	,036

a. Predictors: (Constant), Region, Age interval, Education, Gender\_1

b. Predictors: (Constant), Region, Age interval, Education, Gender\_1, Active Anti-GMI components, Passive Anti-GMI components, Active Anti-Women rights violation, Passive Anti-Women rights violation

c. Dependent Variable: Self-rating (social issues)

Regarding this table we can also say that all the control variables have low significance level: Gender = 0.000, Education = 0.035, Age interval = 0.000, Region = 0.000 (in accordance with table 34). It means that they influence on independent variables. Just only one independent variable Passive Anti-Women rights violation has low significance level = 0.022. It suggests that there is connection with dependent variable Self-rating (social issues). Other independent variables have high significance level: Active Anti-Women rights violation = 0.474, Active Anti-GMI components = 0.851, Passive Anti-GMI components = 0.232. It means that they have no connections with dependent variable Self-rating (social issues).

Table 35 Coefficients 3

Model	Variables	Standardised coefficients Beta	t	Sig.
1	(Constant)		9,217	,000
	Gender_1	-,269	-4,354	,000
	Education	-,131	-2,128	,035
	Age interval	-,255	-4,264	,000
	Region	,316	5,180	,000
2	(Constant)		7,354	,000
	Gender_1	-,213	-3,290	,001
	Education	-,089	-1,308	,192
	Age interval	-,211	-3,425	,001

	Region	,244	3,588	,000
	Active Anti-GMI components	,013	,189	,851
	Passive Anti-GMI components	,077	1,199	,232
	Active Anti-Women rights violation	,049	,717	,474
	Passive Anti-Women rights violation	,179	2,307	,022

a. Dependent Variable: Self-rating (social issues)

#### 4.6. Discussion

The results, that were received after quantitative analysis are very interesting. We can say that what people tell about themselves (if they are or are not ethical, eco-friendly or with social concerns) has a small connection with their reaction to unethical situation and with a possible impact on brand image.

Regarding ethical issues we can say that West Europeans feel themselves more ethical than East Europeans feel themselves. Moreover people from West Europe are more ethical regarding Active and Passive Anti-Sweatshops activities than people from East Europe. The results of analysing Anti-Labour rights violation shows that West Europeans are more ethical regarding Active and Passive factors than East Europeans.

Concerning to ecological issues we can claim that West Europeans feel themselves more ethical regarding ecological issues than East Europeans feel themselves. But regarding Active Anti-Pollution actions people from West Europe and East Europe are similar in their attitude to this problem. West Europeans are more ethical regarding Passive Anti-Pollution actions than East Europeans. People from West Europe are more ethical regarding Active Anti-Fur activities than people from East Europe. But regarding Active Anti-Animal testing the position of East and West Europeans are similar.

And regarding social issues we can affirm that West Europeans feel themselves more ethical regarding social issues than people from East Europe feel themselves. But according to Active and Passive Anti-GMI components and Active Anti-Women rights violation activities people from East and West Europe are similar in their attitude. West Europeans are more ethical to Passive Anti-GMI components actions and Passive Anti-Women rights violation activities than East Europeans

According to regression analysis, we can say that all the control variables have connections with dependent variable.

For example, the significance of Age variable tells us the older people estimates themselves more ethical, more eco-friendly and more concerned about human rights violation.

The significance of Gender variable explains that women self-rate more ethical, more eco-friendly and more concerned about human rights violation than men.

The significance of Education variable shows the more educated person is more ethical, more eco-friendly and more concerned about human rights violation estimates themselves.

The significance of Region variable shows that people from different parts of Europe (East and West) are not equal. This is in accordance with our T-tests.

Further analysis helped us to find connections between independent and dependent variables. First regression analysis shows that just only one variable Active Anti-Sweatshops is connected with Self-rating (ethical issues). It means that people taking action in protection of labour rights in Bangladesh directly connected with feeling themselves more ethically. Other variables as Passive Anti-Sweatshops, Active and Passive Anti-Labour rights violations are not connected with dependent variable.

Second regression analysis shows that Active and Passive Anti-Pollution have connections with dependent variable Self-rating (ecological issues). It suggests that people feel themselves more eco-friendly if they protect ecology of our planet. Another variables Anti-Fur, Active and Passive Anti-Animal testing have no connections with the way how the people feel themselves regarding ecology. It does not mean that people do not like animals or do not want to protect them (as we saw in T-test), it means that people do not connect animal protection with feeling themselves eco-friendly.

Third regression analysis shows that just only one variable Passive Anti-Women rights violation has connection with dependent variable Self-rating (social issues). It means that people interested in in this situation but not ready to act. Customers feel themselves concerned about human rights violation. Other variables Active and Passive Anti-GMI components have no connections with dependent variable. It means that people do not feel themselves considered about human rights violation when they react on production of GMI products or Arabian women rights violation.

## 5. Conclusion

This chapter presents findings from the analysis, exploring how customers from East and West Europe react on unethical behaviour of the companies in relation to the research question and 3 null and alternative hypotheses. The fifth chapter is divided into two sections. In the first section is giving conclusions, which are drawn from reviewing the research question and the literature. In same section the discussion of implications and contributions of the study to the research field are provided.

Afterwards limitations of the research and directions for future research are developed.

### 5.1. Conclusion to the findings and discussion of contribution to the study field

The study presents a deep research on customer`s reaction to companies` unethical behaviour. Quantitative method of analysis and secondary and primary data collection methods were chosen for answering the research how people reacts on unethical behaviour of the companies what is connected with their future attitude to the brand image.

Literature review was developed in order to build hypotheses. The findings provide a deep understanding of the difference between customers from East and West Europe.

Main finding is that customers self-rating and their real attitude are not equal. It means that people characterize themselves more ethical, more eco-friendly and more concerned about human rights violation, but in real- life situations customers are more discreet.

The literature review shows that there are many gaps and uncovered themes in the literature regarding the field of study, which have been discussed in this research.

This research can give recommendations for companies and managers in analysing market reaction in East and West Europe, it can help with deep understanding of the customers` attitude on unethical behaviour of the companies.

Primary data was collected from the survey software Google.doc, that was shared in social networks (Facebook and Odnoklassniki) and by email as well. Respondents are from different European and Post-soviet countries, in order to have answers from very different groups of customers. Two-hundred-and-one responses were received, including responses from post-soviet countries, such as Armenia, Tajikistan and Kazakhstan. Afterwards those responses were divided in two groups.

First group shows the responses and reaction of East Europeans on unethical behaviour of the companies. Second group presents the responses and reaction of West Europeans on unethical behaviour of the companies.

Analysing results of our research we can answer the main research questions:

1. How people reacts on unethical behaviour of the companies?

So, as was found, people reacts on unethical behaviour of the companies and there are many differences in their reactions on unethical behaviour of the companies. The answers that were received from survey presents responses that varies from one to seven points of Likert scale.

2. Is there difference between customer`s reaction depending on East or West Europe?

We found that customers from East and West European countries are different in many situations that were analysed:

- Self-rating regarding ethical issues
- Self-rating regarding ecological issues
- Self-rating regarding social issues
- Anti-Sweatshops (active and passive factors)
- Anti-Labour rights violation (active and passive factors)
- Anti-Pollution (passive factors)
- Anti-Fur
- Anti-Animal testing (passive factors)
- Anti-GMI components (passive factors)
- Anti- Women rights violation (passive factors)

But some situations present us similarity in viewpoints of East and West Europeans:

- Anti-Pollution (active factors)
- Anti-Animal testing (active factors)
- Anti-GMI components (active and passive factors)
- Anti- Women rights violation (active factors)

So, we can claim that differences exist and it is varying depending on unethical situations.

3. Does self-perception in ethics is connected with customers` reactions?

It was found that self-perception have connection with customers` reaction just in four cases:

- Active Anti-Sweatshops is connected with Self-rating (ethical issues)
- Active Anti-Pollution is connected with Self-rating (ecological issues)
- Passive Anti-Pollution is connected with Self-rating (ecological issues)
- Passive Anti-Women rights violation is connected with Self-rating (social issues)

It means that people taking action in protection of labour rights in Bangladesh, women rights in Arabian countries and ecology in Mexican Gulf directly connected with feeling themselves more ethically.

The results differ depending on how people characterize themselves (regarding ethical, ecological and social issues) and their real attitude on unethical actions of the companies. Also we found that females are more concerned to human rights violation, ethicality and ecology. The educational level of the customers impacts on their reaction on unethical behaviour of the companies as well. Moreover, we found similarity between East and West Europeans in some cases of the analysis (Active Anti-Pollution, Active Anti-Animal testing, Active and Passive Anti-GMI components and Active Anti-Women rights violation).

But in common we can claim that East and West Europeans are different according to ethical issues (Self-rating, Active and Passive Anti-Sweatshops, Active and Passive Anti-Labour rights violation), ecological issues (Self-rating, Passive Anti-Pollution, Anti-Fur and Passive Anti-Animal testing) and social issues (Self-rating and Passive Anti-Women rights violation).

As a result of the research, some new themes are emerged from the analysis.

It is important for companies to measure the real impact of unethical actions on brand reputation, because it have direct negative influence on brand image of the company.

The questionnaire tries to present real situations, however we are not sure if respondents feel it in the same way, at the same time people tend to be politically correct. We tested situations that happening far from national/regional/local realities. Maybe people do not feel connected with them neither understand completely the situation. In future research it is important to design the questionnaire for different nationalities with questions that will be focused on one separate country and will present the situations that reflect possible local incidents.

Companies can use the questionnaire in market analysis and understand how customers react on unethical behaviour of the companies. Companies can avoid many unethical situations if they understand customers` attitudes in different countries.

We really believe that this study has a contribution in understanding how people from different societies react on unethical companies` behaviour. This is very important as it have a huge impact on brand image, however it is very important to understand how people reacts facing extremely ethical companies; how people reacts to customer social responsibility; what changes in brand image when companies are very responsible and active in ethical, ecological and social situations.

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## 7. Annexes

### **Annex 1 Unethical behaviour of the companies (questionnaire in English)**

1. Gender
  - Male/Female
2. Age
3. Formal Education
4. Nationality
5. Characterize yourself. I am ethical person.
  - Strongly agree
  - Agree
  - Agree somewhat
  - Undecided
  - Disagree somewhat
  - Disagree
  - Strongly disagree
6. Characterize yourself. I am eco-friendly person.
  - Strongly agree
  - Agree
  - Agree somewhat
  - Undecided
  - Disagree somewhat
  - Disagree
  - Strongly disagree
7. Characterize yourself. I am concerned about human rights violation.
  - Strongly agree
  - Agree
  - Agree somewhat
  - Undecided
  - Disagree somewhat
  - Disagree
  - Strongly disagree
8. One well-known oil company leaked oil into the Mexican Gulf. How will you react on it?



- I am not interesting in that
- don't react
- stop to buy
- decision depends from the price
- tell to your friends stopped to buy
- share in social networks
- boycott

9. Imagine that one of well-known textile company uses in their production the fur of rare animals. How will you react on it?

- I am not interesting in that
- don't react
- stop to buy
- decision depends from the price
- tell to your friends stopped to buy
- share in social networks
- boycott

10. One cosmetic company produced new shampoo. But mass-media inform that they still continue testing on animals. How will you react on it?

- I am not interesting in that
- don't react
- stop to buy
- decision depends from the price
- tell to your friends stopped to buy
- share in social networks
- boycott

11. One well-known food company uses GMI components in food production. How will you react on it?

- I am not interesting in that
- don't react
- stop to buy
- decision depends from the price
- tell to your friends stopped to buy
- share in social networks
- boycott

12. Furniture and home accessories company made a special catalogue for Arabian countries without women pictures. How will you react on it?

-I am not interesting in that

- don't react
- stop to buy
- decision depends from the price
- tell to your friends stopped to buy
- share in social networks
- boycott

13. Shoe company moved their factories to Bangladesh, where employees work in the sweatshops with bad working conditions and they also receive very small salary. How will you react on it?

-I am not interesting in that

- don't react
- stop to buy
- decision depends from the price
- tell to your friends stopped to buy
- share in social networks
- boycott

14. One known all over the world hotel chain stop to provide medical treatment for their workers. How will you react on it?

-I am not interesting in that

- don't react
- stop to buy
- decision depends from the price
- tell to your friends stopped to buy
- share in social networks
- boycott

## **Annex 2 Comportamento não-Ético das empresas (questionnaire in Portuguese)**

1. Sexo
2. Idade
3. Nível de Instrução
4. Nacionalidade
5. Auto-caraterização. Eu sou uma pessoa ética
  - a. Concordo em absoluto
  - b. Concordo
  - c. Concordo até certo nível
  - d. Não tenho a certeza
  - e. Discordo um pouco
  - f. Discordo
  - g. Discordo em absoluto

6. Auto-caraterização. Eu sou uma pessoa ecológica
  - a. Concordo em absoluto
  - b. Concordo
  - c. Concordo até certo nível
  - d. Não tenho a certeza
  - e. Discordo um pouco
  - f. Discordo
  - g. Discordo em absoluto

7. Auto-caraterização. Eu tenho preocupações em termos de violações de direitos humanos
  - a. Concordo em absoluto
  - b. Concordo
  - c. Concordo até certo nível
  - d. Não tenho a certeza
  - e. Discordo um pouco
  - f. Discordo
  - g. Discordo em absoluto

8. Se uma empresa bem conhecida derramasse petróleo no Golfo do México. Como é que reagiria?

- a. Não me interessa
- b. Não reagia
- c. Deixava de comprar
- d. A minha decisão dependeria do preço
- e. Diria aos meus amigos para deixarem de comprar
- f. Partilhava esta informação nas redes sociais
- g. Participaria num boicote

9. Imagine que uma bem conhecida empresa têxtil, usava peles de animais raros. Como reagiria?

- a. Não me interessa
- b. Não reagia
- c. Deixava de comprar
- d. A minha decisão dependeria do preço
- e. Diria aos meus amigos para deixarem de comprar
- f. Partilhava esta informação nas redes sociais
- g. Participaria num boicote

10. Uma empresa de cosmética produziu um novo champô. Os mass-media informam que a empresa fez testes em animais. Como reagiria?

- a. Não me interessa
- b. Não reagi
- c. Deixava de comprar
- d. A minha decisão dependeria do preço
- e. Diria aos meus amigos para deixarem de comprar
- f. Partilhava esta informação nas redes sociais
- g. Participaria num boicote

11. Se uma empresa bem conhecida de fast-food usasse componentes transgénicos na produção alimentar. Como reagiria?

- a. Não me interessa
- b. Não reagia
- c. Deixava de comprar
- d. A minha decisão dependeria do preço
- e. Diria aos meus amigos para deixarem de comprar
- f. Partilhava esta informação nas redes sociais
- g. Participaria num boicote

12. Uma empresa de mobiliário e acessórios para a casa fez um catálogo especial para os países árabes em que retiram toda e qualquer imagem de mulheres. Como reagiria?

- a. Não me interessa
- b. Não reagia

- c. Deixava de comprar
- d. A minha decisão dependeria do preço
- e. Diria aos meus amigos para deixarem de comprar
- f. Partilhava esta informação nas redes sociais
- g. Participaria num boicote

13. Uma empresa de calçado muda a sua unidade fabril para o Bangladesh, onde os trabalhadores trabalham em caves, com más condições de trabalho e um mísero salário. Como reagiria?

- a. Não me interessa
- b. Não reagia
- c. Deixava de comprar
- d. A minha decisão dependeria do preço
- e. Diria aos meus amigos para deixarem de comprar
- f. Partilhava esta informação nas redes sociais
- g. Participaria num boicote

14. Uma rede de hotéis conhecida em todo mundo parou de fornecer tratamento médico aos seus trabalhadores. Como reagiria?

- a. Não me interessa
- b. Não reagia
- c. Deixava de comprar

- d. A minha decisão dependeria do preço
- e. Diria aos meus amigos para deixarem de comprar
- f. Partilhava esta informação nas redes sociais
- g. Participaria num boicote

### **Annex 3 Неэтичное поведение компаний (questionnaire in Russian)**

1. Пол

2. Возраст

3. Образование

4. Национальность

5. Охарактеризуйте себя. Я соблюдаю этические нормы

- Полностью согласен
- Согласен
- Частично согласен
- Затрудняюсь ответить
- Частично не согласен
- Не согласен
- Полностью не согласен

6. Охарактеризуйте себя. Я отдаю предпочтение экологическому образу жизни

- Полностью согласен
- Согласен
- Частично согласен
- Затрудняюсь ответить
- Частично не согласен
- Не согласен
- Полностью не согласен

7. Охарактеризуйте себя. Я обеспокоен соблюдением прав человека

- Полностью согласен
- Согласен
- Частично согласен
- Затрудняюсь ответить
- Частично не согласен
- Не согласен
- Полностью не согласен

8. Одна известная нефтяная компания допустила утечку нефти в Мексиканском заливе.

Как вы отреагируете на это?

- меня это не интересует
- никак не отреагирую



- Шкала Лайкерта
- перестану покупать эту продукцию
  - решение зависит от цены
  - скажу своим друзьям также не покупать эту продукцию
  - поделюсь этим в социальных сетях
  - бойкот

9. Текстильная компания начала использовать мех редких животных в производстве одежды. Как вы отреагируете на это?

- меня это не интересует
- никак не отреагирую
- перестану покупать эту продукцию
- решение зависит от цены
- скажу своим друзьям чтоб они также не покупали эту продукцию
- поделюсь этим в социальных сетях
- бойкот

10. Одна косметическая компания выпустила новый шампунь. Но средства массовой информации сообщают что эта компании продолжает тестирование на животных. Как вы отреагируете на это?

- меня это не интересует
- никак не отреагирую
- перестану покупать эту продукцию
- решение зависит от цены
- скажу своим друзьям чтоб они также не покупали эту продукцию
- поделюсь этим в социальных сетях
- бойкот

11. Одна известная пищевая компания использует в производстве еды компоненты ГМО? Как вы отреагируете на это?

- меня это не интересует
- никак не отреагирую
- перестану покупать эту продукцию
- решение зависит от цены
- скажу своим друзьям чтоб они также не покупали эту продукцию
- поделюсь этим в социальных сетях
- бойкот

12. Компания, производящая мебель и аксессуары для дома создала специальный каталог для Арабских стран в котором были убраны все женские фотографии. Как вы отреагируете на это?

- меня это не интересует

-никак не отреагирую

-перестану покупать эту продукцию

-решение зависит от цены

-скажу своим друзьям чтоб они также не покупали эту продукцию

-поделюсь этим в социальных сетях

-бойкот

13. Обувная компания перенесла свои фабрики в Бангладеш, где работники вынуждены работать в очень плохих условиях и получать низкие зарплаты. Как вы отреагируете на это?

- меня это не интересует

-никак не отреагирую

-перестану покупать эту продукцию

-решение зависит от цены

-скажу своим друзьям чтоб они также не покупали эту продукцию

-поделюсь этим в социальных сетях

-бойкот

14. Одна очень известная во всем мире гостиничная сеть перестала оплачивать медицинское лечение своих работников. Как вы отреагируете на это?

- меня это не интересует

-никак не отреагирую

-перестану покупать эту продукцию

-решение зависит от цены

-скажу своим друзьям чтоб они также не покупали эту продукцию

-поделюсь этим в социальных сетях

-бойкот